GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:583
ANSWERED ON:21.11.2002
ADVERTISEMENTS OF MEDICAL AND COSMETIC
A.K. PREMAJAM

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government allowing the public broadcaster Doordarshan whichopenly advertises medical and cosmetic quick-fixes-the origins and efficacy of which are completely unknown;

(b) if so, the details thereof; and

(c) the time by which the Government is going to stop this and enact stringent law against such advertisements?

Answer

THE MINISTER OF INFORMATION & BROADCASTING (SMT. SUSHMA SWARAJ)

(a) : Prasar Bharati has intimated that alladvertisements telecast on Doordarshan are governed by the provisions of the Code for Commercial Advertising. As per the Code, the items advertised should not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986 and should not contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult to prove.

(b) & (c): Do not arise.